Internet use and attitudes

2016 Metrics Bulletin

Research Document

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Contents

Section 1

Introduction

1.1 Scope of the report

This purpose of this 2016 internet use and attitudes bulletin is to provide a single home for a number of key internet metrics across a variety of sub-groups within the UK adult population. It is designed to be a reference document for our stakeholders.

It provides the following data:

- Who is online and how this has changed since 2015, the percentage of the UK population who ever use the internet on any device, who has home access, and who accesses it from different types of location outside the home.

- The 'breadth' of people's internet use; derived from an aggregation of the numbers of types of activities carried out by those who use the internet, and by focusing on selected types of activity.

- Information on people's attitudes to internet safety and their understanding of potential problems relating to protection, privacy and critical understanding.

- Information about the perceived advantages to being online among non-users, any proxy use in the past year, and the proportions of non-users without any intention of getting home internet access who give reasons relating to cost and to interest/ need.

1.2 Key findings

- In 2016, eight in ten (81%) UK adults aged 16+ said they had broadband internet access at home, and 87% of UK adults aged 16+ said they used the internet either at home or in other locations. Both of these measures are unchanged since 2015. As in previous years, differences by age group are considerable; 97% of 16-24s say they use the internet, compared to 42% of those aged 75+.

- Two-thirds of UK adults (66%) say they go online via their mobile phone, an increase of five percentage points on 2015. Nine in ten (89%) of 16-24s say they do this, compared to 19% of those aged 65+. Similar to going online in any location, use of a mobile phone to go online is less likely in DE households (57%) than in ABC1 households (70%).

- One in six UK adults (16%) only use devices other than a desktop or laptop computer to go online, an increase of ten percentage points on 2015. Only using an alternative device is more likely in DE households (24%) than in ABC1 households (12%).

- Around one in twenty UK adults (6%) only use a smartphone to go online, an increase from 3% in 2015. Again this is more likely in DE households (13%) than in ABC1 households (2%).

- One quarter (25%) of those who use the internet at home or elsewhere are broad users of the internet (carrying out 11-16 of 16 types of activity); an increase of four percentage points since 2015. Younger internet users (16-44s) are more likely to be broad users (36% for 16-24s and 35-44s and 32% for 25-34s) while those aged 55+

are less likely (10%). Three in ten (30%) of those in ABC1 households are broad users, compared to 17% of those in DE households.

- More than four in ten (43%) of those who use the internet at home or elsewhere are narrow users of the internet (carrying out one to six of the 16 types of activity); unchanged since 2015. More than half (60%) of those aged 55 and over are narrow users, compared to 32% of those aged 16-24. Those in C2DE households are more likely than those in ABC1 households to be narrow users (48% vs. 40%).

- Two-thirds (67%) of those who use the internet at home or elsewhere say they buy things online; an increase of five percentage points on 2015. A similar proportion of adults bank online (63%), with fewer using social networking sites (56%), while four in ten (40%) watch TV content online. Internet users aged 55 and over are less likely than all users to say they buy things online, bank online, use social networking sites or watch TV content online. Adults in the DE socio-economic group are less likely to buy things online, bank or watch TV content online. Women are more likely than men to use social networking sites.

- Among those accessing the internet at home through any type of device in 2015, 41% say they use email filters to block unwanted or spam emails; unchanged since 2014. This is less likely among those aged 65+ (27%) and among DE households (29%). Men are more likely than women to use email filters (45% vs. 37%).

- Half of internet users (51%) say they make ‘formal’ judgements before entering personal details online. Those in ABC1 households are more likely than those in C2DE households to say they do this (56% vs. 45%). No age group is more likely to make ‘formal’ judgements, but this is less likely among those aged 55 and over (43%).

- Four in ten internet users (42%) say they use the same passwords for most, if not all websites; this is more likely for 16-24s (55%) and for women compared to men (45% vs. 38%).

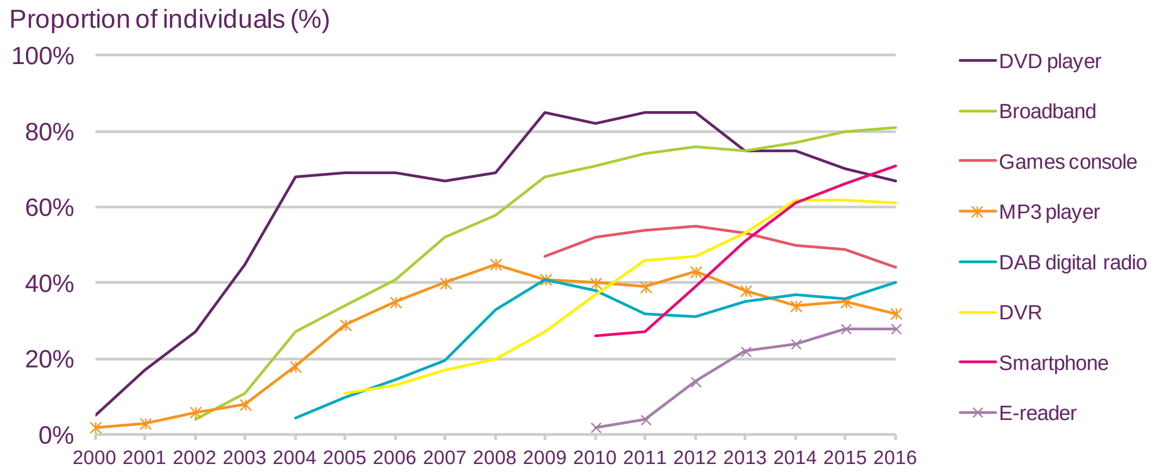
- Among non-users, ‘proxy’ use of the internet (by someone else on their behalf) stands at 33%, unchanged since 2014. Ten per cent of those not intending to get the internet cite cost as their main reason, while the majority (62%) cite lack of interest.

1.3 Overall trends over time

It is useful to provide some initial context of how take-up rates have developed over time, and to compare the internet with other digital media. Figure 1 sets out how take-up has changed across a range of digital media. More detailed discussion of take-up of media and communications devices and services is available in the *Communications Market Report 2016*[1].

[1] www.ofcom.org.uk/cmr

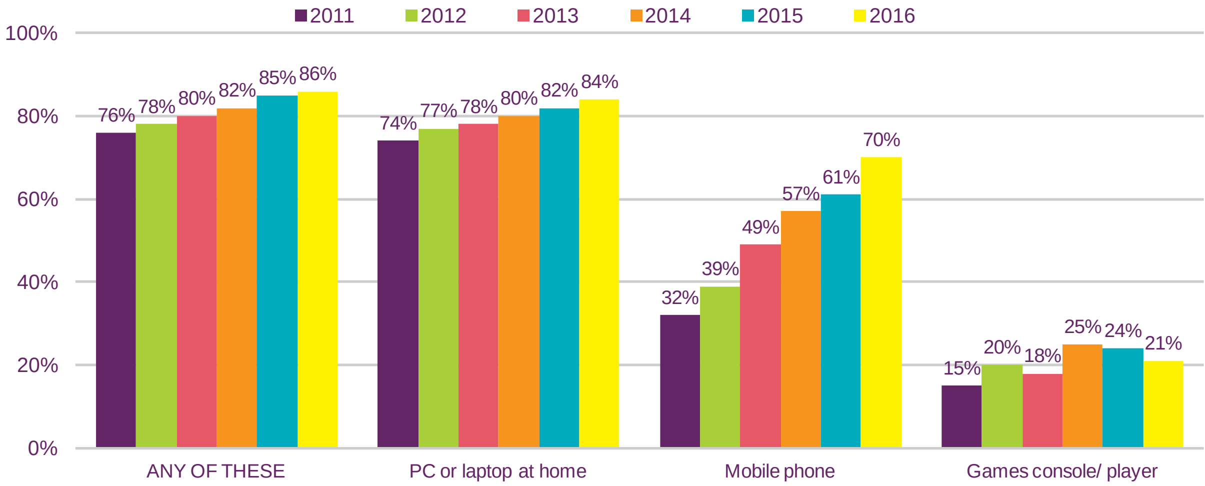
Figure 1: Take-up of key media since 2000



Source: Ofcom research. (Technology Tracker H1, 2016)
Note: The Question wording for DVD Player and DVR was changed in Q1 2009 so data is not directly comparable with previous years

Figure 2 shows the extent to which UK adults in 2011, 2012, 2013, 2014, 2015 and 2016 use a computer or laptop at home to go online, and also shows those using mobile phones or games consoles/ games players to go online.

Figure 2: Devices used to go online: 2011, 2012, 2013, 2014 and 2015



Source: Ofcom research. (Technology Tracker H1, 2016)

1.4 Who is measured

It is important to monitor different sub-groups within the UK, as take-up and use of the internet varies greatly, particularly by age and by socio-economic group. For example, while 97% of those aged 16-24 use the internet (anywhere), only 42% of over-75s do so, and users in ABC1 households are more likely than those in C2DE households to be categorised as 'broad' internet users (30% vs. 19%).

This *Metrics Bulletin* tracks the following groups wherever possible, given the survey base sizes and sampling:

- Age
- Gender
- Socio-economic group
- Low income / unemployed
- Rural / urban
- Black /Asian/ minority ethnic group (BAME)
- Disability
- Devolved nations

The following considerations should be taken into account when looking at these groups:

Low income

Questions about levels of income in surveys tend to attract higher rates of refusal, especially among those on low incomes. This group is included in the report, but as refusal rates vary year by year, there is a degree of uncontrolled variation, so trend data should be viewed with caution.

Rural/ urban

The government definitions of rural and urban differ between England and Wales, and Scotland, while the Northern Ireland Assembly allows definitions based on the research need. Therefore, to enable consistent analysis by rurality, we use UK Geographics' Locale Classification instead. This is a proprietary measure based on the ONS criteria; details can be found at http://www.ukgeographics.co.uk/images/locale.pdf. A full description of the seven definitions and how they are classified as rural or urban can be found in Annex 1 of this report.

Black / Asian minority ethnic group (BAME)

The 'ethnic minority' group comprises all those who answered that they belonged to groups within: Asian and British Asian; Black and Black British; Middle East and Arabic origin; Chinese or other ethnic group; mixed; or other. It should be noted that the group does not include other white ethnic groups such as people from Poland, Australia etc.
Ofcom is aware of the limitations of such a broad categorisation, but surveying all these groups to provide robust individual measures would be prohibitive in terms of cost. There are no internal controls for sub-category, resulting in a degree of uncontrolled variation, so we do not report trend data. Special weighting, derived from ONS data and an examination of Ofcom's previous research, has been applied to these data to create an appropriate analysis group. We provide this summary information as an indicative measure, to show differences in take-up or attitudes, which may enable stakeholder understanding and targeting of particular issues.

Disability

The ‘disability’ group comprises all those who answered that they had any conditions that limited their daily activities or the work they could do. In 2016, 17% of UK adults gave this response. The surveys did not set any quotas or sampling framework for the incidence of disability, and so, like the BAME group, data from this group should be seen only as an indicative measure of the habits and opinions of disabled people. Likewise, due to the degree of uncontrolled variation, trend data are not reported. Special weighting, derived from examination of Ofcom’s previous research, has been applied to these data to create an appropriate analysis group.

1.5 What is measured

The first section of this report provides the key data about who is online and how this has changed since 2015. It sets out the percentage of the UK population who ever use the internet on any device; who has broadband access at home; and who accesses it from different types of location outside the home. This section also looks at the incidence of UK adults who go online only using devices other than a desktop or laptop computer and those who go online only using a smartphone.

The second section examines the ‘breadth’ of people’s internet use. It measures this in two ways: by an aggregation of the numbers of types of activities carried out by those who use the internet at home or elsewhere, and by focusing on selected types of activity.

The next section provides information relating to people’s attitudes towards their internet safety, and also to their understanding of issues relating to protection, privacy and critical understanding.

Finally, we look at non-users of the internet in some detail. We report on the perceived advantages of being online, the levels of likely internet take-up, the proportion of non-users without any intention of getting home internet access, who give reasons relating to cost and to interest/ need, and the incidence of proxy use in the past year.

1.6 Sources used

The metrics set out here come from two main sources - Ofcom’s twice-yearly survey of take-up and trends (the ‘Technology Tracker’)[2], and Ofcom’s Media Literacy Tracker[3]. Data from the Technology Tracker survey are from January – February 2016, while data from the Media Literacy Tracker are from September – October 2015.

1.7 Understanding the results

Measures from Ofcom’s 2015 Media Literacy Tracker are reported alongside measures from Half 1 2016 of Ofcom’s Technology Tracker. Habits may have shifted in the intervening months, but relative differences between the sub-groups remain pertinent.

Within each section, we compare the sub-group response and the all-UK figure for each of the age, socio-economic/ income and location/ nation groups, and for BAME and disability. Where a response is different to the all-UK figure, the cell is coloured (green, if the sub-group response is higher than the all-UK figure; or red, if it is lower), as shown in the example below. The exceptions are male/ female and urban/ rural, where the comparisons are to each other. Differences are statistically significant at the 95% level.

[2] http://stakeholders.ofcom.org.uk/market-data-research/statistics/
[3] http://stakeholders.ofcom.org.uk/market-data-research/statistics/

xx	Signifies higher response
xx	Signifies lower response

Tracking sub-groups over time requires large base sizes in order that percentage change can be deemed statistically significant. All significant changes since 2015 for measures from the Technology Tracker, and since 2014 for measures from the Media Literacy Tracker, are indicated within each section in the rows labelled ‘% change’ for the UK overall figure.

The number of interviews conducted with the different sub-groups of UK adults detailed in this report is indicated in the rows labelled ‘base’. Where a sub-group base size is less than 100 interviews, these responses have been excluded from the analysis and are indicated ‘**’ within the grid of measures.

Section 2

Internet reach: 2016

This section provides information about who is online, and how this has changed since 2015. It sets out the percentage of the UK population who ever use the internet on any device, who has home broadband access, and who goes online from different types of location outside the home. The incidence of UK adults only using devices other than a desktop or laptop computer to go online or only using a smartphone to go online is also detailed in this section. Coloured cells indicate whether the sub-group response is different to the all-UK figure[4].

	%	Age									Gender		Socio-economic/ income						Location/ nation							
% of all respondents	**All UK 16+**	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
Base	*3737*	*519*	*604*	*602*	*570*	*578*	*481*	*1442*	*864*	*383*	*1790*	*1947*	*1919*	*1813*	*1022*	*251*	*559*	*155*	*2711*	*1026*	*2339*	*502*	*489*	*507*	*222*	*744*
Ever use the internet anywhere[5]	87	97	97	96	93	87	72	71	58	42	87	87	93	81	77	87	68	92	87	88	87	87	86	83	94	64
% change since 2015	+1																					+7			n/a	n/a
Broadband take-up[6]	81	86	81	88	91	83	74	70	59	43	81	80	87	73	65	67	55	73	80	85	81	79	79	78	83	60
% change since 2015	+1				+4									+4										+6	n/a	n/a
Use mobile phone to go online[7]	66	89	89	84	70	50	31	33	19	6	64	67	70	60	57	65	46	81	66	61	66	63	61	69	77	36
% change since 2015	+5					+11		+8				+6		+7	+8			+17	+4		+5			+9	n/a	n/a
Use internet at work/ college[8]	40	64	54	56	45	27	6	14	4	3	43	38	52	27	17	8	14	22	41	35	40	44	35	39	48	14
% change since 2015	0																								n/a	n/a
Use internet at a library[8]	7	15	8	7	4	3	4	4	3	2	7	6	8	5	6	8	7	7	7	3	7	4	5	7	10	3
% change since 2015	+1																								n/a	n/a

[4]Differences are statistically significant at the 95% level. Red cells signify lower and green cells signify higher than the all-UK figure. For male/ female and rural/ urban, the comparison is to each other

[5](TT H1 2016, IN6) Q: Do you/ does anyone in your household have access to the internet at home? / Do you ever access the internet anywhere other than in your home at all?

[6] (TT H1 2016, QE9) Q: Which of these methods does your household use to connect to the internet at home?

[7] (TT H1 2016, QD28) Q: Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?

[8] (TT H1 2016, IN6) Q: Do you ever access the internet anywhere other than in your home at all?

	%	Age									Gender		Socio-economic/ income						Location/ nation							
% of all respondents[9]	All UK 16+	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
Base	*1841*	*246*	*263*	*300*	*279*	*277*	*223*	*753*	*476*	*253*	*900*	*941*	*948*	*893*	*490*	*59*	*350*	*76*	*1558*	*283*	*1169*	*223*	*225*	*224*	*120*	*259*
Only use devices other than PC/laptop to go online[10]	16	20	19	20	17	11	9	9	8	7	12	19	12	21	24	**	20	**	16	14	15	23	18	32	22	11
% change since 2014	+10	+11	+10	+14	+13	+6	+7	+5	+6	+5	+7	+13	+9	+13	+14				+10	+11	+9	+18	+15	+23	n/a	n/a
Only use a smartphone to go online[10]	6	8	9	8	7	5	*	2	*	*	5	7	2	10	13	**	11	**	6	4	6	9	5	11	12	2
% change since 2014	+3											+3		+4	+7		+3		+2		+3	+8		+6	n/a	n/a

[9] These measures are shown on a separate page as they are taken from the Media Literacy Tracker and not the Technology Tracker
[10](MLT 2015, IN2/ IN3) Q: Do you have and use any of the items shown on this card to go online at home?/ Do you ever use any of these devices to go online when you are not at home?
** = Sub-group base size lower than 100 and therefore excluded from the analysis

Section 3

Internet breadth of use

The ‘breadth’ of people’s internet use is indicated in this section in two ways – by an aggregation of the numbers of types of activities carried out by those who use the internet at home or elsewhere, and by focusing on selected types of activity. Coloured cells indicate whether the sub-group response is different to the all-UK figure[11]. The types of activity are ranked by the percentage of those saying that they ever do such things.

	%	Age									Gender		Socio-economic/ income						Location/ nation							
% of all who use the internet at home or elsewhere	**All UK 16+**	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
Base	*3100*	*505*	*577*	*570*	*518*	*469*	*323*	*930*	*461*	*138*	*1471*	*1629*	*1731*	*1366*	*723*	*207*	*363*	*140*	*2267*	*833*	*1899*	*405*	*401*	*395*	*208*	*457*
Carrying out 1-6 of the 16 types of internet activity[12]	43	32	32	35	47	55	65	60	68	74	42	44	40	48	52	54	51	44	44	42	43	47	45	44	48	53
% change (UK) since 2015	-2																									
Carrying out 7-10 of the 16 types of activity[12]	28	30	34	28	28	27	19	23	18	15	27	29	28	28	25	26	24	30	28	28	27	28	32	33	28	23
% change (UK) since 2015	-1																									
Carrying out 11-16 of the 16 types of activity[12]	25	36	32	36	22	13	7	10	6	3	27	24	30	19	17	16	18	21	25	27	27	19	19	20	22	18
% change (UK) since 2015	+4																									

[11]Differences are statistically significant at the 95% level. Red cells signify lower and green cells signify higher than the all-UK figure. For male/ female and rural/ urban, the comparison is to each other

[12](TT H1 2016, QE5A) Q: Which, if any, of these do you use the internet for?
The 16 types of internet activity are: social networking sites, Twitter, email, communications, purchasing, banking, radio/ audio services, games, health, Government sites, information (work/ school/ college), watching TV content, watching short video clips, downloading music, uploading/ adding content to the internet, real-time gambling/ trading/ auctions.

	%	Age									Gender		Socio-economic/ income						Location/ nation							
% of all who use the internet at home or elsewhere	**All UK 16+**	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
Base	*3100*	*505*	*577*	*570*	*518*	*469*	*323*	*930*	*461*	*138*	*1471*	*1629*	*1731*	*1366*	*723*	*207*	*363*	*140*	*2267*	*833*	*1899*	*405*	*401*	*395*	*208*	*457*
Purchase goods/ services/ tickets online[13]	67	64	70	71	69	67	58	62	56	53	67	67	72	60	53	55	57	61	65	75	67	66	67	70	50	64
% change (UK) since 2015	+5																									
Bank online[13]	63	61	76	71	67	52	47	49	44	38	64	63	69	56	48	46	45	54	63	65	65	53	64	62	61	50
% change (UK) since 2015	+2																									
Use social networking sites[13]	56	74	69	65	55	38	26	31	24	21	51	60	57	55	56	48	53	66	56	53	57	49	51	60	59	45
% change (UK) since 2015	+3																									
Watching TV content online[13]	40	48	43	46	39	32	30	30	25	17	42	38	45	33	31	30	31	31	40	42	41	32	39	26	27	33
% change (UK) since 2015	+2																									
Look up information/ services on Government or council websites[13]	35	27	32	46	33	39	37	37	34	30	37	34	42	27	25	21	26	26	34	41	36	28	33	37	24	36
% change (UK) since 2015	+2																									
Information on health-related issues[13]	44	38	48	52	43	43	43	42	42	40	40	48	48	40	38	34	34	35	44	47	45	31	47	57	37	45
% change (UK) since 2015	+6																									
Use Twitter[13]	20	38	29	24	16	7	4	6	3	1	22	19	24	16	15	17	14	10	21	17	21	15	23	26	22	11
% change (UK) since 2015	-1																									

[13](TT H1 2016, QE5A) Q: Which, if any, of these do you use the internet for?

Section 4

Internet attitudes and understanding

This section provides information relating to people's attitudes towards their internet safety, and to their understanding of issues relating to protection and privacy, and critical understanding. Coloured cells indicate whether the sub-group response is different to the all-UK figure[14].

	%	Age									Gender		Socio-economic/ income						Location/ nation							
% of all going online at home through any type of device	**All UK 16+**	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
Base	*1398*	*231*	*238*	*254*	*243*	*202*	*121*	*432*	*230*	*109*	*679*	*719*	*818*	*580*	*307*	*48*	*190*	*66*	*1185*	*213*	*920*	*157*	*156*	*165*	*103*	*129*
Home internet users who have/ use email filters on any device used to go online at home[15]	41	29	41	48	48	44	31	38	27	19	45	37	47	32	29	**	41	**	42	32	42	43	30	15	29	43
% change (UK) since 2014	+1																									

[14]Differences are statistically significant at the 95% level. Red cells signify lower and green cells signify higher than the all-UK figure. For male/ female and rural/ urban, the comparison is to each other

[15](MLT 2014, IN8D) Q: And which, if any, of those measures or features do you have or use on any of the devices you use to go online at home that are owned by you or a member of your family? : Email filters that can block unwanted or spam emails

** = Sub-group base size lower than 100 and therefore excluded from the analysis

	%	Age									Gender		Socio-economic/ income						Location/ nation							
% of all internet users[16]	All UK 16+	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
Base	*1609*	*240*	*277*	*319*	*265*	*228*	*150*	*508*	*280*	*130*	*791*	*818*	*901*	*708*	*394*	*48*	*265*	*85*	*1370*	*239*	*1022*	*194*	*200*	*193*	*109*	*168*
Internet users who say they make 'formal' judgements before entering details[17]	51	47	57	57	55	50	36	43	34	28	51	52	56	45	39	**	36	**	51	52	50	62	61	48	50	41
% change (UK) since 2014	-4																									
Internet users who agree with the statement 'I tend to use the same passwords online'[18]	42	55	41	38	41	37	41	39	41	41	38	45	38	48	53	**	53	**	42	42	41	56	29	67	35	47
% change (UK) since 2014	n/a																									

[16] These measures are shown on a separate page as the base is all who go online in any location, whereas the base on the previous page was all who go online at home.

[17] (MLT 2015, IN39) Q: Could you tell me whether you would make a judgement about a website before entering these types of details? (Home address or phone number, credit or debit card details and so on). How would you judge whether a website is secure to enter these types of details? (In this context, formal judgements relate to looking for a padlock symbol on the website or other system/ software messages)

[18] (MLT 2015, IN44E) Q: Please take a look at the six statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement: I tend to use the same passwords online. (NB Changes were made to this question in 2015 which means it is not possible to make comparisons with the 2014 findings)

** = Sub-group base size lower than 100 and therefore excluded from the analysis

	%	Age									Gender		Socio-economic/ income						Location/ nation							
% of all search engine site users	**All UK 16+**	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
Base	*1328*	*222*	*237*	*252*	*230*	*186*	*105*	*387*	*201*	*96*	*642*	*686*	*773*	*555*	*293*	*50*	*183*	*63*	*1132*	*196*	*872*	*157*	*152*	*147*	*96*	*116*
Search engine users who understand that the accuracy of the information in the websites shown in results is variable[19]	62	65	63	61	63	61	60	59	56	**	63	61	66	56	54	**	50	**	62	63	63	55	68	55	**	57
% change (UK) since 2014	+2																									
Search engine users who recognise that certain results listed on Google are adverts[20]	60	57	61	62	62	58	55	58	50	**	64	57	67	51	47	**	51	**	61	53	62	53	45	28	**	45
% change (UK) since 2014	n/a																									

[19](MLT 2015, IN51) Q: Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? I think that some of the websites will be accurate or unbiased and some won't be.
[20] (MLT 2015, IN52) Q: Here's an image from a Google search for 'walking boots'. Do any of these apply to the first three results that are listed? These are adverts/ sponsored links/ paid to appear here. (NB This question was asked for the first time in 2015)
** = Sub-group base size lower than 100 and therefore excluded from the analysis

Interest in the internet among non-users

This section provides information about the perceived advantages to being online among non-users of the internet, and any proxy use in the past year. It indicates levels of likely internet take-up, and the proportions of non-users without any intention of getting home internet access, who give reasons relating to cost and to interest/ need. Coloured cells indicate whether the sub-group response is different to the all-UK figure[21].

	%	Age									Gender		Socio-economic/ income						Location/ nation							
% of all non-internet users	**All UK 16+**	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
Base	*383*	*7*	*14*	*31*	*26*	*69*	*97*	*305*	*236*	*139*	*188*	*195*	*110*	*273*	*159*	*5*	*141*	*7*	*321*	*62*	*212*	*55*	*62*	*54*	*14*	*123*
Advantage of being online: Finding information quickly (e.g. news, weather, sports, hobbies, health)[22]	25	**	**	**	**	**	**	21	16	16	25	25	33	23	23	**	23	**	25	**	28	**	**	**	**	19
% change (UK) since 2014	+3																									
Advantage of being online: Staying in touch with people, make free phone/ video calls, share photos[22]	11	**	**	**	**	**	**	8	5	5	10	12	11	11	14	**	11	**	11	**	12	**	**	**	**	6
% change (UK) since 2014	0																									
Advantage of being online: Getting the best deals and save money[22]	13	**	**	**	**	**	**	10	7	6	14	12	11	14	16	**	14	**	13	**	12	**	**	**	**	5
% change (UK) since 2014	+4																									

[21]Differences are statistically significant at the 95% level. Red cells signify lower and green cells signify higher than the all-UK figure. For male/ female and rural/ urban, the comparison is to each other
[22](MLT 2015, IN12) Q: Which, if any, of the following do you think would be the main advantages to you of being online? Can you think of any other advantages for you personally in being online?
** = Sub-group base size lower than 100 and therefore excluded from the analysis

% of all non-internet users	**All UK 16+**	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
Base	*383*	*7*	*14*	*31*	*26*	*69*	*97*	*305*	*236*	*139*	*188*	*195*	*110*	*273*	*159*	*5*	*141*	*7*	*321*	*62*	*212*	*55*	*62*	*54*	*14*	*123*
Advantage of being online: Being more independent/ less dependent on other people to do things for you (like booking things, ordering things)[23]	10	**	**	**	**	**	**	7	6	5	8	11	11	9	8	**	8	**	10	**	11	**	**	**	**	2
% change (UK) since 2014	+4																									
Advantage of being online: Finding out about and applying for social services or completing government processes (e.g. applying for benefits, renewing car tax, passport, etc.)[23]	8	**	**	**	**	**	**	4	3	4	7	9	8	8	10	**	7	**	9	**	9	**	**	**	**	2
% change (UK) since 2014	+3																									
Proxy use of the internet in the past year[24]	33	**	**	**	**	**	**	31	25	24	31	35	35	32	34	**	33	**	33	**	33	**	**	**	**	19
% change (UK) since 2014	+2																									

[23] (MLT 2015, IN12) Q: Which, if any, of the following do you think would be the main advantages to you of being online? Can you think of any other advantages for you personally in being online?

[24] (MLT 2015, IN10) Q: In the past year, have you asked someone else to send an email for you, get information from the internet for you, or make a purchase from the internet on your behalf?

	%	Age									Gender		Socio-economic/ income						Location/ nation							
% of all those without internet at home	All UK 16+	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
Base	*650*	*37*	*41*	*48*	*48*	*109*	*137*	*476*	*367*	*230*	*321*	*329*	*191*	*457*	*316*	*61*	*209*	*15*	*458*	*192*	*343*	*104*	*89*	*114*	*22*	*291*
Likelihood of getting internet access at home in the next 12 months[25]	12	**	**	**	**	1	4	2	8	7	14	11	15	11	11	**	13	**	12	14	13	7	**	7	**	6
% change since 2015	0																									

% of those not intending to get the internet at home in the next 12 months	All UK 16+	16-24	25-34	35-44	45-54	55-64	65-74	55+	65+	75+	Male	Female	ABC1	C2DE	DE	Unemployed	Low income	Low income/ children in home	Urban	Rural	England	Scotland	Wales	N Ireland	BAME	Disability
Base	*508*	*11*	*16*	*23*	*24*	*93*	*123*	*434*	*341*	*218*	*248*	*260*	*150*	*356*	*244*	*31*	*167*	*6*	*349*	*159*	*254*	*90*	*70*	*94*	*9*	*249*
Cost as main reason for not having the internet at home†[26]	10	**	**	**	**	**	2	5	2	2	9	10	3	12	14	**	15	**	10	5	9	**	**	**	**	8
% change since 2015	-5																									
Perceived lack of interest as the main reason for not having the internet at home†[23]	62	**	**	**	**	**	73	66	66	62	61	63	76	56	53	**	56	**	61	75	63	**	**	**	**	60
% change since 2015	+10																									

[25](TT H1 2016, QE24) Q: How likely are you to get the internet at home in the next 12 months?
** = Sub-group base size lower than 100 and therefore excluded from the analysis
[26](TT H1 2016, QE25B) Q: Why are you unlikely to get internet access at home in the next 12 months?/ And which one of these reasons is your main reason for not getting internet access at home?
† = It should be noted that these results could be an outcome of reluctance among some groups to 'admit' to cost barriers, or to other sorts of issues around non-take-up of the internet such as fear or lack of confidence
** = Sub-group base size lower than 100 and therefore excluded from the analysis

Annex 1

Technical note

1.1 Background

The metrics set out in this report come from two main sources: Ofcom's twice-yearly survey of take-up and trends (the Technology Tracker), and Ofcom's media literacy survey.

Ofcom commissioned Saville Rossiter-Base to carry out both of these surveys. Interviewing for both surveys was conducted by RED/ Quadrangle Operations, a specialist fieldwork agency, face-to-face, in the home, using pen and paper for the Technology Tracker and Computer Assisted Personal Interviewing (CAPI) for the Media Literacy Tracker. Findings from the Technology Tracker are reported in Ofcom's *Communications Market Report* and *Consumer Experience Report*. Findings from the Media Literacy Tracker are reported in Ofcom's *UK Adults' Media Use and Attitudes Report*.

1.2 Sampling

Interviewers are provided with specific addresses, with quotas of interviews to be achieved for each sampling point issued for the survey. The data are then weighted to the national UK profile for age, gender, socio-economic group and region. Matrix weighting has been used to achieve consistent profiles across the surveys. Special weights have been applied to respondents in each of the 65+, BAME and disability categories.

A total of 3,737 adults aged 16+ were interviewed for the Technology Tracker at 315 different sampling points in the UK. All interviews were conducted between 4 January and 29 February 2016.

For the Media Literacy Tracker, a total of 1,841 adults aged 16+ were interviewed at 225 different sampling points in the UK. All interviews were conducted between 18 September and 25 October 2015.

The grids within each section of this report indicate the number of interviews conducted with the different sub-groups of UK adults detailed in this report.

Local classification: urban-rural classification

As there is no 'official' rural-urban classification that is consistent across the UK, this research uses the classification developed by UK Geographics. This assigns to output areas and postcodes a rural-urban classification based on the nature of the settlement in which it resides. For Locale groups A-D, each city or town lying inside a larger conurbation is treated separately.

Category	Description	% of UK population	Population Threshold
A	Large city	15.5%	500k to 1m
B	Smaller city or large town	20.2%	100k to 499k
C	Medium town	31.6%	15k to 99k
D	Small town within ten miles of larger settlement (A,B,C)	16.9%	2k to 14.9k
E	Small town more than ten miles from larger settlement (A,B,C)	1.8%	2k to 14.9k
F	Rural area within ten miles of larger settlement (A,B,C)	11.7%	Less than 2k
G	Rural area more than ten miles from larger settlement (A,B,C)	2.4%	Less than 2k

When creating rural-urban splits, Ofcom considers codes A-E to be urban and F-G to be rural.